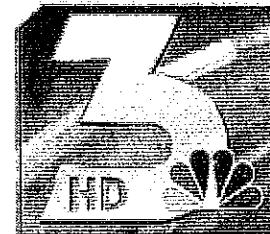


## ORDER



KSJV

Orders	Order / Rev:	103615	Primary AE:	Amy McCreary
	Alt Order #:	06830030	Sales Office:	BLPHI
	Product Desc:	BERKLEY FOR SENATE	Sales Region:	National
	Estimate:	30S		
	Flight Dates:	10/09/12 - 10/15/12		
	Original Date / Rev:	06/27/12 / 06/27/12		
	Order Type:	GENERAL		
Agency	Name:	Shorr Johnson Magnus	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	1831 Chestnut St.	Billing Cycle:	EOM/EOC
		Philadelphia, PA 19103	Agency Commission:	15%
Advertiser	Name:	Berkley, Shelley for Senate	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PLC01	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	123	\$39,075.00	\$33,213.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	123	\$39,075.00	\$33,213.75	0.00
Totals	123	\$39,075.00	\$33,213.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSNV	20%	\$39,075.00
Market	100%	\$195,375.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,520.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,028.75
KTUD	0%	\$0.00
KVVU	25%	\$48,843.75
KWVB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,907.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagn@M		430a-5a	-TWT---	:30	4	\$50.003	0.00	NM	4	\$200.00	
Wake Up Early Wagners															
NEWS															
		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating						
		Week: 10/08/12	10/14/12	-TWT---		4	\$50.00		0.00						

Order / Rev: 103615  
Alt Order #: 06830030  
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagners	CM	430a-5a	-TWT---	:30	4	\$50.003	0.00	NM	4	\$200.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12														
E 2	KSNV	10/15/12	10/15/12	Wake Up Early w/ Wagners	CM	430a-5a	M-----	:30	1	\$50.003	0.00	NM	1	\$50.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12														
E 3	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$200.003	0.00	NM	1	\$200.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12														
E 4	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$200.003	0.00	NM	4	\$800.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12														
E 5	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$300.003	0.00	NM	8	\$2,400.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12														
E 6	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$300.003	0.00	NM	2	\$600.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12														
E 7	KSNV	10/15/12	10/15/12	Today Show	CM	658a-9am	M-----	:30	3	\$400.003	0.00	NM	3	\$1,200.00
<b>TODAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12														
E 8	KSNV	10/09/12	10/12/12	Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.003	0.00	NM	12	\$4,800.00
<b>TODAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12														
E 9	KSNV	10/09/12	10/12/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.003	0.00	NM	4	\$700.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12														
E 10	KSNV	10/15/12	10/15/12	Noon News	CM	12-1230pm	M-----	:30	1	\$175.003	0.00	NM	1	\$175.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12														
E 11	KSNV	10/15/12	10/15/12	M-F Today Show II 3rd HOM	CM	9-10a	M-----	:30	1	\$175.003	0.00	NM	1	\$175.00
<b>TODAY 2</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12														
E 12	KSNV	10/09/12	10/12/12	M-F Today Show II 3rd HOM	CM	9-10a	-TWTF--	:30	4	\$175.003	0.00	NM	4	\$700.00
<b>TODAY 2</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12														
E 13	KSNV	10/09/12	10/12/12	CM	3-4p	-TWTF--	:30	4	\$200.003	0.00	NM	4	\$800.00	

Order / Rev: 103615  
Alt Order #: 06830030  
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4	\$200.00			0.00					
E 14	KSNV	10/15/12	10/15/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$200.003	0.00	NM		1	\$200.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1	\$200.00			0.00					
E 15	KSNV	10/15/12	10/15/12	News 3 at 430pm	CM	430-5pm	M-----	:30	1	\$300.003	0.00	NM		1	\$300.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1	\$300.00			0.00					
E 16	KSNV	10/09/12	10/12/12	News 3 at 430pm	CM	430-5pm	-TWTF--	:30	4	\$300.003	0.00	NM		4	\$1,200.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4	\$300.00			0.00					
E 17	KSNV	10/09/12	10/12/12	News 3 at 4	CM	4-430p	-TWTF--	:30	4	\$300.003	0.00	NM		4	\$1,200.00
				News 3 at 4											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1	\$300.00			0.00					
E 18	KSNV	10/15/12	10/15/12	News 3 at 4	CM	4-430p	M-----	:30	1	\$300.003	0.00	NM		1	\$300.00
				News 3 at 4											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1	\$300.00			0.00					
E 19	KSNV	10/15/12	10/15/12	M-F Early News	CM	5-630p	M-----	:30	2	\$450.003	0.00	NM		2	\$900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2	\$450.00			0.00					
E 20	KSNV	10/09/12	10/12/12	M-F Early News	CM	5-630p	-TWTF--	:30	8	\$450.003	0.00	NM		8	\$3,600.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		8	\$450.00			0.00					
E 21	KSNV	10/09/12	10/12/12	Face to Face w/ Ralston	CM	730-758pm	-TWTF--	:30	4	\$225.003	0.00	NM		4	\$900.00
				CM											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4	\$225.00			0.00					
E 22	KSNV	10/15/12	10/15/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$225.003	0.00	NM		1	\$225.00
				CM											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1	\$225.00			0.00					
E 23	KSNV	10/13/12	10/13/12	To the Point - PM	CM	730-758pm	-----S-	:30	1	\$150.003	0.00	NM		1	\$150.00
				CM											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$150.00			0.00					
E 24	KSNV	10/15/12	10/15/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$400.003	0.00	NM		2	\$800.00
				CM											
				JEP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2	\$400.00			0.00					
E 25	KSNV	10/09/12	10/12/12	CM	630-730pm	-TWTF--	:30	8	\$400.003	0.00	NM		8	\$3,200.00	

Order / Rev: 103615  
Alt Order #: 06830030  
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>M-F Jeop/Wheel</b>															
<b>M-F Jeopardy/Wheel of Fortune</b>															
<b>JEP/WHEEL</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		-TWTF--		8	\$400.00			0.00					
E 26	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Whe	GM	630-730pm									
WKND Jeop/Wheel															
<b>JEP/WHEEL</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		----S-		2	\$250.00			0.00					
E 27	KSNV	10/14/12	10/14/12	News 3 Live in Prime	CM	7-10pm									
News 3 in Prime															
<b>NEWS AFTER NFL IN PRIME</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		-----S		1	\$600.00			0.00					
E 28	KSNV	10/12/12	10/12/12	Fri PR 9-10p	CM	9-10pm									
Friday Prime 9-10pm															
<b>GRIMM</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		----F--		1	\$1,000.00			0.00					
E 29	KSNV	10/12/12	10/12/12	Fri PR 8-9p	CM	8-9pm									
Friday Prime 8-9pm															
<b>WHIT/COMM</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		----F--		1	\$750.00			0.00					
E 30	KSNV	10/10/12	10/10/12	Wed PR 9-10p	CM	9-10pm									
Wednesday Prime 9-10pm															
<b>SVU</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		--W----		1	\$1,700.00			0.00					
E 31	KSNV	10/10/12	10/10/12	Wed PR 10-11p	CM	10-11pm									
Wednesday Prime 10-11pm															
<b>CHICAGO FIRE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		--W----		1	\$1,400.00			0.00					
E 32	KSNV	10/09/12	10/12/12	Late Night w/Fallon	CM	1237a-136am									
Late Night w/Fallon															
<b>FALLON</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		-TWTF--		4	\$75.00			0.00					
E 33	KSNV	10/15/12	10/15/12	Late Night w/Fallon	CM	1237a-136am									
Late Night w/Fallon															
<b>FALLON</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		M-----		1	\$75.00			0.00					
E 34	KSNV	10/15/12	10/15/12	The Tonight Show	CM	1135p-1237a									
Tonight Show															
<b>TON SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		M-----		2	\$185.00			0.00					
E 35	KSNV	10/09/12	10/12/12	The Tonight Show	CM	1135p-1237a									
Tonight Show															
<b>TON SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		-TWTF--		8	\$185.00			0.00					
E 36	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven	CM	11pm-1135pm									
M-F News 3 at Eleven															
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		-TWTF--		4	\$425.00			0.00					
E 37	KSNV	10/15/12	10/15/12		CM	11pm-1135pm									
M-F News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		M-----		1	\$425.003			0.00					

Order / Rev: 103615  
Alt Order #: 06830030  
Flight Dates: 10/09/12 - 10/15/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
				NEWS											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/15/12	10/21/12	M-----	1	\$425.00	0.00						
E 38	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.00	3	0.00	NM	2	\$800.00
				Sa-Su News 3 at Eleven											
				NEWS											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/08/12	10/14/12	-----SS	2	\$400.00	0.00						
E 39	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.00	3	0.00	NM	2	\$450.00
				Saturday Today											
				SAT TODAY											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/08/12	10/14/12	-----S-	2	\$225.00	0.00						
E 40	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.00	3	0.00	NM	2	\$300.00
				News 3 Sunrise SATURDAY											
				NEWS											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/08/12	10/14/12	-----S-	2	\$150.00	0.00						
E 41	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				News 3 Today - SAT											
				NEWS											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/08/12	10/14/12	-----S-	1	\$200.00	0.00						
E 42	KSNV	10/14/12	10/14/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$350.00	3	0.00	NM	2	\$700.00
				Sunday Today											
				SUN TODAY											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/08/12	10/14/12	-----S	2	\$350.00	0.00						
E 43	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.00	3	0.00	NM	1	\$550.00
				Saturday Night Live											
				SNL											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/08/12	10/14/12	-----S-	1	\$550.00	0.00						